Persuasion - Pathos

**Persuasion** - To change a person or persons' mind; to convince others.

Pathos is one type of *persuasive* strategy. Pathos involves using *feelings* and *emotions* to attempt to persuade another person or persons. For example, many commercials use sad songs and powerful images to convince a person to do something (or not do something). We have all seen the commercial of the dog who has been abused. This commercial usually asks people to donate money to help these poor, abused animals. Typically, these commercials have very sad music playing. The purpose of these commercials is to make you feel sad enough that you want to help out.

Any persuasion that tries to target human emotion is using the persuasive technique of pathos.

**Respond**

**What is PATHOS?**

Pathos is a persuasive technique that involves ________________________________

____________________________________________________________.

**What is an example of PATHOS?**

Brainstorm a list of emotion words. These can be positive or negative words. Anytime these emotions are targeted for the purpose of persuasion, pathos is being used. List 5 emotion words below.

1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________
Apply

Think of some commercials you know, or research some commercial advertisements. Come up with a list of advertisements that attempt to persuade people through **pathos**. The first example has been completed for you.

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Why is this PATHOS?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quit smoking commercial</strong></td>
<td>Sad music is in the background as a kid is alone without his mother for one minute. The kid cries. We feel bad for him. A smoker feels worse when they are made to consider what it would be like if the parent was gone forever (because they died from smoking).</td>
</tr>
</tbody>
</table>

**Extension**: Think of an example of PATHOS in a story you have read, or are reading.

<table>
<thead>
<tr>
<th>Story</th>
<th>Example of Pathos in the story?</th>
</tr>
</thead>
</table>